CHECKLIST · MARKETING

Google's November core update lands in the Black Friday run-up

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- [ ] **Note the start date.** Mark 10 November 2026 (US time; 11 November in Perth) in your traffic reports so you can line up any change with the core update.
- [ ] **Don't rush changes.** Google says to wait until the rollout ends, plus a week, before analysing, and small ranking drops don't need drastic action.
- [ ] **Watch for the end date.** Check the update's page on Google's Search Status Dashboard (status.search.google.com) and note when it's marked complete.
- [ ] **Compare traffic a week after it finishes.** In Search Console, compare a full week after the rollout ends with the week before 10 November.
- [ ] **Sort drops by size.** Look at your top pages and searches, and only dig deeper where a page fell a long way, such as from position 4 to 29.

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.